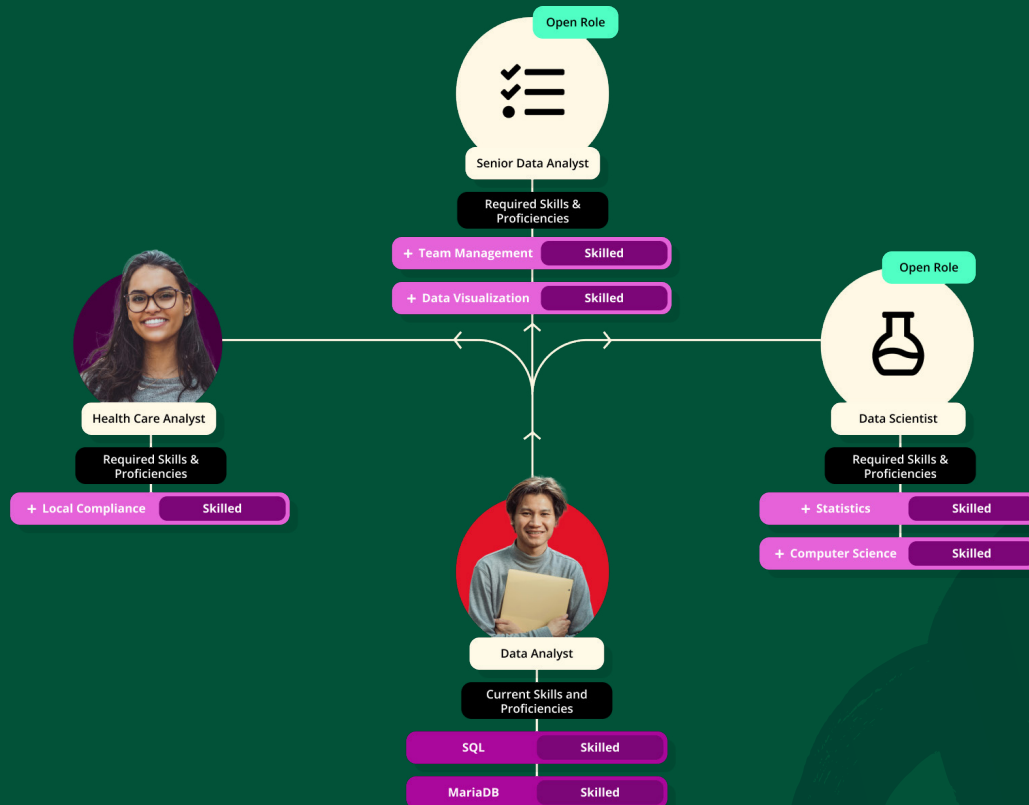




The Ultimate Guide to Employee Retention



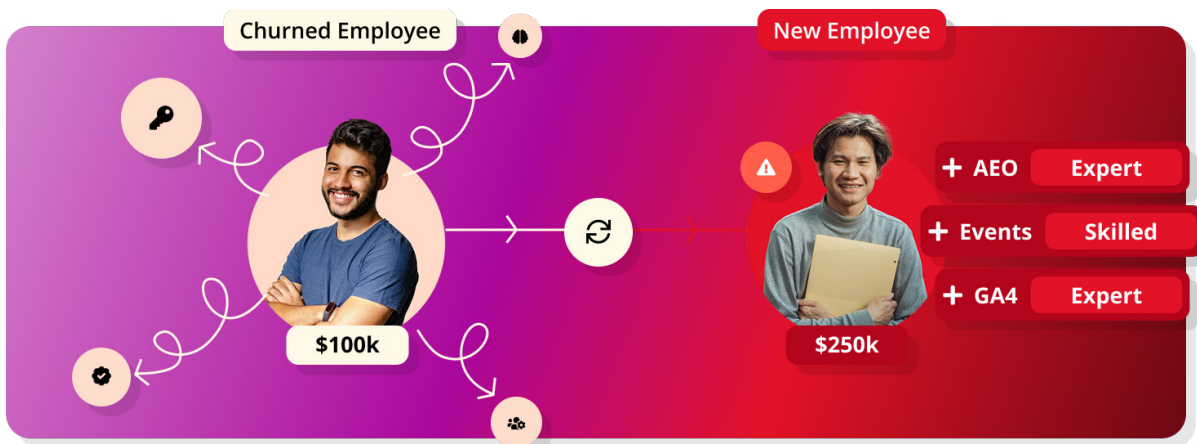
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Ask any executive what keeps them up at night, and they'll likely mention talent—not having the right expertise, struggling to attract qualified people, or losing the best employees to competitors. However, while recruitment often receives the lion's share of investment, the silent killer of organizational performance is what happens *after* hiring.

When a high-performing employee leaves, it triggers a costly domino effect: Productivity drops, teams lose momentum, customer experience suffers, and leaders scramble to fill gaps, often resorting to rushed hires or overburdening already-stretched teams.

[Research from Gallup](#) has found the cost of replacing an employee to be 1.5 to 2 times their salary. The real cost is harder to quantify, with lost context, broken trust, and intellectual capital walking out the door. That's before you even consider the opportunity cost of failing to develop the talent you already have.



Meanwhile, what today's employees want is evolving—and fast. Flexibility, growth, and meaningful work are no longer mere perks but baseline expectations. If your organization can't meet them, your competitors likely will.

On the other hand, if you're able to accommodate these expectations, you'll protect your most strategic asset—your people—from attrition that erodes performance, culture, and growth. This guide is for HR leaders, personnel managers, and business executives who are tired of reactive talent strategies.

It will show you how to:

- Diagnose why your people leave
- Build retention into the core of your talent strategy
- Modernize your approach to careers, learning, and culture
- Move from talk to execution with tools that scale



The reasons people leave

Before you can fix attrition, you need to understand what’s driving it. Too often, companies oversimplify the answer; they assume people leave for money, or because “they just weren’t a good fit.” However, the real story is far more nuanced (and urgent).

In today’s labor market, people look for much more than a job—they seek progress, purpose, and autonomy. If they don’t find these inside your organization, they’ll look somewhere else.

Let's break down the five most critical drivers of voluntary turnover in the modern workforce. The following trends are rooted in hard data, and what we see firsthand at Fuel50.

1. Lack of growth and learning opportunities

LinkedIn found that [94% of employees](#) say they'd stay longer at a company if it invested in their learning.

Employees want to evolve, be challenged, and stay relevant.

When you don't provide structured opportunities for learning, development, and advancement, even your most engaged employees may start job hunting.

Organizations often make the mistake of launching surface-level training programs with generic content that doesn't speak to individual goals or business context.

Instead, employees need:

- Developmental pathways aligned with their skills and interests
- Clear visibility into how learning ties to career progression
- Opportunities to apply new skills in real projects
- Coaching and feedback that fuels growth

If your people can't see a future in your organization, they'll look for one outside it.

2. Poor manager relationships

People don't leave companies; they leave managers.

[McKinsey research](#) highlights that a lack of support and recognition from direct managers is one of the top predictors of attrition. This problem goes beyond micromanagement or poor communication. It's about managers who fail to have meaningful career conversations, overlook their team's potential, or avoid hard feedback.

94%

of employees
would stay if
companies invest
in upskilling.

Strong manager-employee relationships are the foundation of retention. Managers are the frontline architects of engagement. Yet many are undertrained, overworked, and unsure how to support career development.

Your retention strategy is only as strong as your people leaders. Invest in their ability to coach, develop, and empower.

3. Lack of flexibility and autonomy

Post-pandemic, flexible work is table stakes. People want the ability to work how, when, and where they're most effective.

Employees crave trust and freedom. They want to be treated like adults, not monitored for keystrokes or judged by in-office presence. Flexibility shows respect, while a lack of it signals control.

Rigid, one-size-fits-all policies are a fast track to attrition.

4. No career visibility

One of the most persistent sources of disengagement is a lack of visibility into internal opportunities. Employees often don't know what roles exist beyond their team, what skills they need to move, or whether internal mobility is even supported.

The result? High-potential people stagnate and eventually leave.

People want a map. They want to know the organization is invested in their journey, not just their current output.

5. Cultural misalignment and burnout

Even with all the right perks and pay, people will still leave if they don't feel like they belong. "Culture" can be a vague concept, but for employees, it's a daily experience of how decisions are made, how conflict is handled, how people are recognized, and whether the organization aligns with their values.

Burnout is a key symptom of poor culture. When employees face unrelenting demands, lack of clarity, or chronic underappreciation, they disengage (and, eventually, walk away).

McKinsey research shows that toxic workplace culture is over [10 times more predictive of attrition](#) than compensation. People want to work where they feel psychologically safe, supported, and energized, not drained.

How to diagnose retention gaps in your own organization

Many organizations treat retention like a black box. People leave, and HR runs exit interviews hoping to reverse-engineer the “why” behind it. By then though, it’s already too late. Teams are disrupted, leaders backfill instead of build, and morale takes a hit.

If you want to get ahead of attrition, you need to treat retention like any other strategic initiative, with structured data, systems for listening, and regular diagnostics. You need to audit what’s working, what’s not, and where the silent signals are hiding.

This is done by understanding the root causes of disengagement in your specific context. Because what’s true for one company or team might not be for yours.

Let’s break down how to do that...

Step 1: Use listening tools that uncover the truth

Retention gaps start with missed signals, most of which are right in front of you, if you know where to look.

Surveys

Annual engagement surveys are a start, but they're too slow and general. They often lag behind honest sentiment on the ground. By the time you collect the data, synthesize it, and act on it, people have already mentally checked out.

Instead, use shorter pulse surveys at regular intervals (e.g., quarterly). Focus each one on a specific theme:

- Career development
- Manager support
- Workload and stress
- Psychological safety
- Internal mobility visibility

Keep them short (5–10 questions), use a mix of quantitative and open-ended formats, and always share results and actions taken. Silent data kills trust faster than no data at all.

Exit interviews (yes, but...)

Exit interviews can still be useful, but only if you treat them as one input in a larger data set. Most employees won't give you the full story on the way out, especially if they feel nothing will change.

Look for patterns across roles, managers, and tenure. If, for instance, 70% of your leavers cite "lack of growth" in the exit interview, but your engagement data shows no demand for learning, then you have a trust problem.

Stay interviews

Far more powerful than the exit version, stay interviews are proactive conversations with current employees to understand:

- What’s keeping them here
- What would make them leave
- What they want more of

Train managers to hold these quarterly. Focus on top performers and at-risk roles. You’ll pinpoint issues faster and have the chance to fix them before the resignation letter hits your inbox.

Step 2: Track the metrics that matter

Most organizations measure turnover at the surface level via:

- Total attrition
- Voluntary vs. involuntary attrition

These measurements are useful but not diagnostic. You need retention intelligence—metrics that reveal why people leave and who is at risk next.

Here’s what to track:

? Why It Matters	# Metric
Pinpoints hotspots of disengagement	Voluntary attrition by team, manager, and tenure.
Low mobility signals potential stalled growth and high risk of exit	Internal mobility rate.
Shows if L&D translates into opportunity	Training participation vs. career movement.

Managerial effectiveness correlates directly with retention	Manager feedback scores.
Watch for declines in teams 6–12 months before exits peak	Engagement sentiment over time.

You don't need a sophisticated analytics engine to start. Even simple trends across departments or demographics can be illuminating. The key is to look at combinations of signals. For example:

- High-performing employees
- Declining engagement sentiment
- No internal movement in over 12 months

This indicates an employee is closer to leaving than staying.

Step 3: Apply a simple retention audit framework

You've gathered data and spotted patterns. Now, it's time to synthesize it. Use this three-part framework to assess your current retention landscape:

1. People: Who's leaving, and who's at risk?

- Which teams or managers have the highest voluntary turnover?
- Are your high performers leaving at a higher rate than others?
- Are new hires leaving within their first 12–18 months?
- Are any groups (e.g., gender, age, role, location) disproportionately affected?

2. Experience: What are the underlying reasons?

- Do employees have visibility into growth paths?
- Do managers hold regular career conversations?

- Is burnout increasing in any teams or departments?
- Are people learning and being recognized for that growth?
- Do employees feel heard and see actions taken?

3. Infrastructure: What systems support (or block) retention?

- Do you have a talent marketplace or platform for visibility?
- Are career paths defined and accessible?
- Is feedback from surveys turned into real action?
- Is learning content aligned with skill needs and career goals?
- Are your people leaders trained in retention-driving behaviors?

If you can't confidently answer these questions today, that's your starting point.

Pro tip: Don't just diagnose; socialize

Once you've identified your retention gaps, the next step is equally important: **gaining buy-in**. Too many retention strategies stall because they stay siloed in HR. Although, retention is a leadership problem. Your managers, execs, and department heads need to own it.

Here's how to bring them in:

- Share key insights in plain language, not just survey dashboards
- Highlight the business costs of attrition in terms of lost productivity or revenue
- Use examples and quotes from employee feedback
- Propose specific pilots tied to the most urgent pain points

Companies that treat retention like a product problem—one that requires data, feedback loops, and continuous iteration—see massive gains.

You'll know your strategy is working when:

- Managers initiate stay conversations without being told
- Employees can articulate their next step internally
- Learning and career paths feel connected
- Attrition slows not because of perks, but because people see a future

How to build retention into the core of your talent strategy in 5 steps

Retention shouldn't be an annual engagement survey or something you delegate entirely to HR.

It's a systems problem, so it needs a systems solution.

When you embed retention into the core of how your organization operates—how people grow, how managers lead, how decisions are made—you stop reacting to turnover and start preventing it.

Each of the following five strategies addresses a specific root cause of attrition and builds toward what employees want most: clarity, growth, recognition, and trust.

1. Invest in learning and development that employees crave

Too often, learning and development is treated like a compliance exercise or a budget line item to check off, rather than the strategic driver of employee growth and business continuity that it is. Yet, ask any disengaged employee why they browse job boards, and one answer comes up again and again: "I'm not growing."

The desire for growth is foundational to how people find meaning and motivation at work. When people feel stagnant, they leave, whereas when they see clear, supported growth paths, they commit.

Unfortunately, many L&D strategies fall flat because they fail to connect learning to tangible outcomes. Content libraries are bloated with generic, one-size-fits-all modules.

Workshops are disconnected from business goals. Learning becomes an extra task, not a catalyst for progress.

Transforming L&D into a retention lever means building it around the individual, including their goals, skills, and career trajectory. It requires personalization not only in what content is delivered but also in how it aligns with future roles.

A robust L&D program must offer context as well. Self-paced courses, cohort-based experiences, mentorships, and project-based stretch assignments are all powerful tools when deployed with intentionality, but without strategic integration, they become noise.

The key is connection. Employees should be able to see how developing a specific skill moves them closer to a specific career opportunity within the organization. This is where tools like Fuel50 or Degreed can play a transformational role by linking skills to opportunities and learning to advancement.

Organizations that take this seriously also measure impact beyond completion rates. They ask: Are employees applying what they've learned? Is learning accelerating readiness for internal roles? Are managers having developmental conversations and tracking progress? When learning is embedded into the fabric of work, it becomes one of the most credible signals an organization can send. It says, "We're invested in your future here." That message, reinforced with consistent systems and support, is one of the strongest retention strategies a business can deploy.

2. Build internal career paths

Modern careers no longer follow a straight line. Employees no longer aspire to climb a rigid corporate ladder. Instead, they look for lattices—multiple pathways that allow them to explore, pivot, and grow based on evolving interests, strengths, and life circumstances. Yet, too many organizations still design their workforce architecture like it's 1995, with static roles, opaque career pathways, and internal mobility seen as the exception, not the rule. In that environment, high-potential employees hit a wall.

Dissatisfaction isn't always the main driver of attrition. Rather, it's a lack of visibility into what's next. Employees can't pursue internal moves if they don't know what roles exist, what skills they require, or whether their leaders would support them moving teams.

Career architecture, when done well, gives people a map. It defines the skills required at every level, in every role. It provides frameworks for lateral, diagonal, and vertical progression, and it clarifies how to move not just up, but across as well.

This improves both retention and agility. Organizations with strong internal mobility pipelines can fill roles faster, reduce recruitment spend, and build institutional knowledge over time. Although it only works if mobility is part of the culture.

Managers play a pivotal role here. Rather than being incentivized to hoard talent, they need motivation to develop it. Leaders should be rewarded for enabling movement and coaching employees toward their next opportunity, even if it means letting them go.

Technology can help, but it's the mindset shift that matters most. Platforms like Fuel50 can illuminate paths and match people to relevant opportunities. However, unless employees feel safe exploring those paths—and supported in pursuing them—the platform will collect dust. Internal career visibility can be the difference between an engaged, future-focused workforce and one that's quietly planning their exit. If you want to keep your best people, show them they have room to grow right where they are.

3. Embrace radical flexibility and autonomy

Since the pandemic, flexibility has gone from perk to expectation. But many companies still equate it with remote work policies or hybrid schedules. The real shift employees are seeking is more than logistical—it's philosophical.

Flexibility is about autonomy and being treated like a responsible adult who can make decisions about when, where, and how to do their best work. It's also one of the most powerful drivers of engagement and retention.

The data backs this up, with [FlexJobs](#) reporting 63% of people prioritize work-life balance over other benefits. Other forward-thinking organizations have leaned into radical flexibility and seen stronger performance and lower attrition as a result.

However, autonomy doesn't mean chaos. High-performing flexible organizations set clear expectations, foster deep trust, and prioritize asynchronous collaboration. They empower teams to define their own ways of working within agreed boundaries. They focus on outcomes, not inputs, and replace surveillance with support.

This requires a reset of how we think about productivity. Instead of measuring presence and valuing busyness, we need to emphasize progress and impact.

For leaders, this entails building new muscles, including coaching for accountability, setting clear goals, enabling asynchronous workflows, and actively reinforcing a culture of trust. Flexibility fails when it's inconsistent, unclear, or undermined by outdated performance assumptions.

Ultimately, flexibility is not just about location but agency, which is what today's workforce craves. When employees feel in control of their work and supported in how they deliver it, they're more productive and far more likely to stick with their company.

4. Create a human-centric culture and make it tangible

It's easy to write "people-first" in a company values slide. But it's much harder to foster a culture that lives up to that promise. A human-centric culture isn't defined by perks or ping pong tables. Rather, it's built through policies, leadership behaviors, and shared rituals that put people's needs at the center of how work is done.

Employees seek more than a paycheck. They desire purpose, belonging, and psychological safety. They want to work in environments where they're not just valued for output but understood as human beings navigating complexity.

This demands structural commitments.

That starts with psychological safety. Employees need to feel safe when speaking up, disagreeing, offering feedback, or flagging concerns, without fear of retribution. Leaders must therefore model vulnerability and normalize learning from mistakes. Cultural audits and anonymous feedback loops can help identify where trust is breaking down.

Modern performance management is another cornerstone. Annual reviews, especially when linked solely to compensation, often reinforce anxiety and box-checking. In contrast, continuous coaching and development-focused conversations promote growth mindsets. High-retention organizations prioritize real-time feedback, regular career check-ins, and strengths-based development over rigid rating systems.

Leadership alignment is equally critical. Values must be visible in the day-to-day decisions leaders make of who's promoted, how conflict is handled, what behaviors are rewarded, etc. If employees see a disconnect between what's preached and what's practiced, cynicism sets in fast—as does disengagement.

When culture is human-centric though, it's tangible. It's also reinforced in HR policies, as well as in how teams work together and support each other.

Organizations that construct these systems consistently outperform those that don't— in retention, innovation, resilience, and reputation. Because when people feel safe, supported, and seen, they do their best work with you, not elsewhere.

5. Layer targeted retention levers that create lift

Once you've laid a strong foundation of learning, mobility, flexibility, and culture, you can amplify the impact with targeted, high-leverage tactics. These are strategic enhancements that fine-tune your retention engine.

Start with stay interviews. They flip the exit interview on its head by proactively asking, "What's keeping you here? And what might cause you to leave?" These candid conversations reveal friction points before they become resignations. They also deepen relationships between employees and managers by signaling care and curiosity.

Next, consider alumni networks. Not every departure is a failure. Some employees leave to grow, but with a strong alumni program, they may return stronger, more skilled, and more committed than before. Boomerang hires often ramp faster and influence others to return too. Plus, alumni are powerful brand advocates and referral sources if treated with respect. Manager capability is another area of leverage. Your managers are the front lines of retention as they shape the day-to-day employee experience more than anyone else. Yet, most receive little to no training in how to lead humans. Invest in equipping managers with tools for career conversations, coaching, difficult feedback, and inclusive leadership for an exponential payoff. Don't underestimate the power of employee resource groups (ERGs) either. ERGs provide community, voice, and support, especially for underrepresented or marginalized groups. They show that unique identities are welcomed and foster cross-functional connection that often translates into stronger belonging and engagement.

Finally, rethink onboarding. First impressions set the tone, so use onboarding to teach systems, reinforce values, highlight growth pathways, and connect new hires with internal communities. An onboarding experience that feels intentional and human-centric can make the difference between "just another job" and "a place I want to build a future."

Each of these tactics—when deployed with purpose—adds lift to your broader retention strategy. Instead of replacing foundational culture work, they accelerate it, and in a market where every advantage counts, that can tip the scales in your favor.

How Fuel50 helps you put these strategies into action

You've read the strategies and identified the gaps. Now comes the execution. Although you may know that internal mobility, learning and development, manager enablement, and cultural alignment are vital to retention, implementing those practices across a large, complex organization can be difficult to pull off.

That's where Fuel50 comes in.

More than a talent marketplace, Fuel50 is the infrastructure that allows modern HR and business leaders to put retention strategy into practice at scale. By turning static systems into dynamic, AI-powered career ecosystems, Fuel50 helps you proactively retain, grow, and engage your workforce.

No guesswork, just data, automation, and a human-centric design.

Fuel50's skills-based career architecture solves your visibility gap

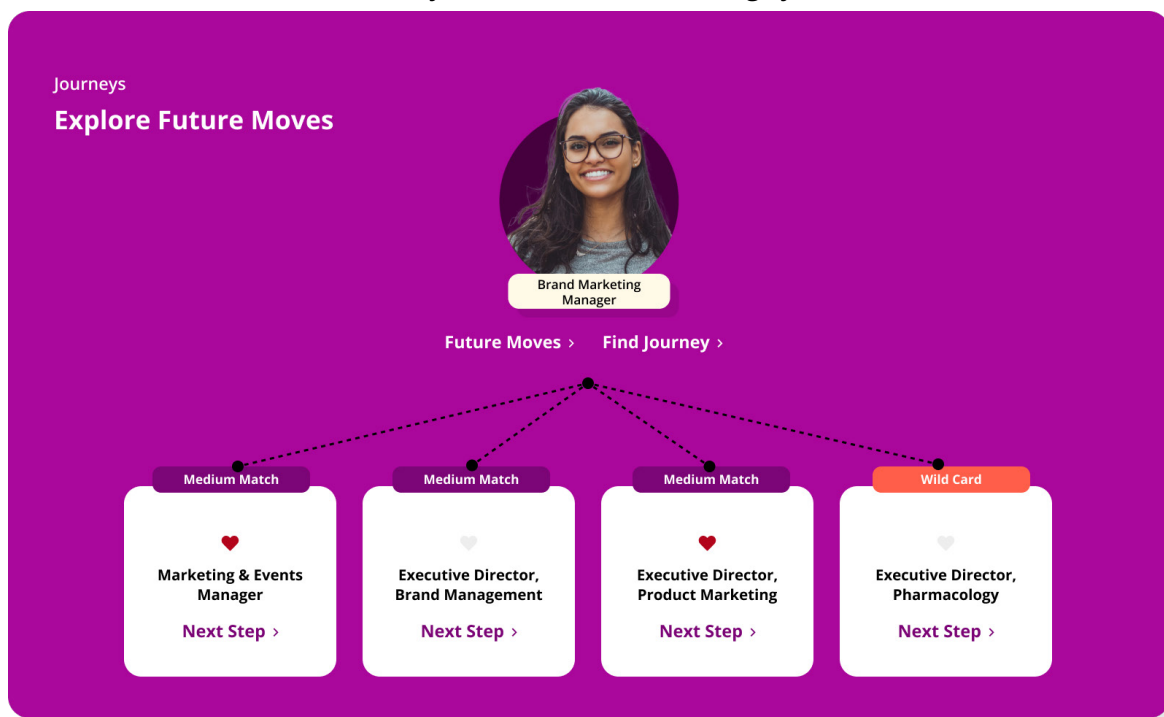
When employees can't see what's next, they assume there is no "next" and start looking elsewhere.

Fuel50 addresses this lack of clarity by giving every employee a personalized, skills-powered career path. Our platform maps your employees' skills to the roles they need today and tomorrow, then helps each individual see the precise skills they have, what they're missing, and how to close those gaps.

Instead of opaque job hierarchies or out-of-date organizational charts, Fuel50 provides real-time visibility into:

- Lateral, vertical, and diagonal moves within the business
- The exact skills needed for each role
- Personalized development paths tailored to employee aspirations

This is what turns internal mobility from an idea into a living system.



It also helps organizations retain growth-hungry employees who are at risk of leaving when they feel stalled.

By uncovering opportunities before disengagement sprouts, Fuel50 helps you move from reactive backfill to proactive retention.

Fuel50’s AI-driven matching engine powers personalized development

A common problem with L&D programs is a lack of connection. Employees are expected to navigate vast libraries without context, while managers have to coach without knowing what skills matter, and HR teams are simply left guessing who’s ready for what.

Fuel50 solves that problem with its intelligent matching engine. Every employee is matched in real time to:


- Internal roles that align with their skills and goals
- Learning opportunities that build toward those positions
- Gigs, mentorships, and stretch projects that provide applied experience
- Coaches who can help them navigate next steps

These matches evolve as employees grow, your business priorities shift, and new roles emerge. That dynamism is what keeps the system useful—and used.

Gigs

Personalized Opportunities

Home
Journeys
Gigs
Coach
Learn+
Vacancies




Product Launch

Sept 1 - Dec 31

Spearhead the launch of the new Fuel360 product across the North American Market. Build a team and strategy.

Learn More

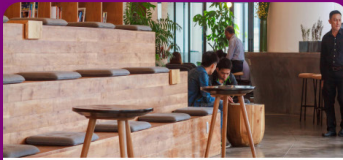


Culture Captain

Jan 1 - Dec 31

Become the new remote culture captain to assist HR in creating fun and exciting events for remote workers.

Learn More



Office ReBrand

Jun 2 - Aug 10

Assist HR and the creative team in managing timelines and budget for the office re-brand.

Learn More

In practice, that means employees no longer see development as an abstract concept. They instead see a clear path, grounded in data and backed by opportunity. And when people can see their progress, they stay.

Fuel50 empowers managers with tools to lead career conversations

Every retention strategy lives or dies at the managerial level. However, many managers lack the tools, training, or confidence to guide career conversations with their teams. Fuel50 changes that.

Inside the platform, managers can:

- See a snapshot of each employee’s current skills, career goals, and readiness for internal moves
- View recommended roles, gigs, and learning aligned with that employee’s aspirations
- Access guided conversation templates to support effective, development-focused one-on-ones

The screenshot shows a job posting interface. At the top right is a button labeled "Raise my hand 🙋". The main title is "Project Manage Launch of New Product" with a "Deadline: Dec 21". Below the title are three location tags: "New York", "Marketing", and "Remote Working". The job description reads: "Looking for someone to drive the launch of our new product this quarter. Work closely with the launch team to run meetings and ensure alignment on the project plan. Hold cross functional leaders accountable to deadlines as needed." Below this is a "Learn More >" link. A section titled "Required Skills & Proficiencies" lists several skills in purple buttons: "Team Work" (Basic), "Communication" (Basic), "Project Management" (Basic), "Jira" (Skilled), "Office 365" (Skilled), and "Negotiations" (Skilled).

Instead of waiting for HR to initiate the conversation, Fuel50 equips managers to become proactive career coaches. And when managers are seen as advocates for growth—not just task assigners—employee trust increases dramatically.

This makes it easier for managers to do what matters.

Fuel50 integrates seamlessly into your existing HR tech stack

Retention efforts fail when they live in isolation. But Fuel50 is built to integrate into the systems you already use so it's easier to embed talent mobility and career development into the flow of work.

Fuel50 integrates with:

- HCMs like Workday, SAP SuccessFactors, and Oracle HCM
- Learning platforms like Degreed
- Performance and engagement tools



These integrations ensure skill profiles are always up to date, development content is personalized and relevant, and mobility insights feed into your broader talent analytics strategy.

Instead of creating another siloed HR platform, Fuel50 acts as a connective layer, bringing your systems together around the employee journey.



Fuel50 makes retention a preemptive practice, not a post-mortem exercise

Perhaps the most important thing Fuel50 enables is a mindset shift, from reacting to attrition to preventing it altogether.

Most organizations don't find out they have a retention problem until their best people leave. With Fuel50, you can:

- Identify flight risks based on engagement, development velocity, and career stagnation
- Recommend roles, learning, or coaching to reengage high performers
- Give employees early, actionable insights into how to grow where they are



Instead of relying on exit interviews to diagnose what went wrong, you build a system that makes it easier to stay than to leave.

Fuel50 helps you mitigate risk with timely, data-backed interventions that feel natural and personal.

3 Companies using Fuel50 to keep retention high

Every company claims to care about retention, but only a few invest the resources to support it.

Each of the organizations below faced a different pressure: employee disengagement, limited career visibility, or talent loss to competitors. But they all shared a common insight: If you want people to stay, you have to give them a compelling reason to grow.

Here's how Trane Technologies, KeyBank, and the University of California, Irvine used Fuel50 as a catalyst for transformation. They didn't wait for exit interviews to uncover what was broken. They instead crafted a new internal reality where people could see their future and wanted to stay to build it.

Trane Technologies: From engagement pain to enterprise-wide career enablement

[Trane Technologies](#)—a global industrial manufacturer with over 41,000 employees—knew something wasn't landing. Despite a history of innovation, employee surveys revealed that people didn't feel supported in achieving their career goals. Developmental pathways were murky, and the organization's commitment to growth wasn't expressed clearly.

Engagement metrics around growth and development were lagging. Employees were starting to question whether their aspirations could be realized within the organization. Leadership recognized that continuing with business as usual was a risk to talent continuity.

So, they launched a bold initiative: Career Progress. This was a ground-up reinvention of how careers functioned inside Trane, and at the heart of it was Fuel50.

With Fuel50, employees could access personalized insights about their strengths, skills, and growth opportunities. The platform provided 24/7 guidance on developmental actions, future roles, and career mobility, translated into six languages to support global reach.

But what truly transformed the culture was the increased visibility. Success Profiles helped standardize what great performance looked like in every role. Employees could assess their own readiness and chart movement—laterally or vertically—through the organization.

Fuel50's architecture of Career Streams and Bands provided clarity where once there was confusion.

The results are hard to ignore, with internal recruitment jumping from 38.7% to 55%.

Manager-employee career conversations improved by 11% as well, and engagement scores lifted by 5% in pilot groups. Most importantly, career conversations became normalized—not as one-off events, but as ongoing, manager-supported journeys.

"We really wanted to say, this isn't about changing where you fit in the org. This is about your development and how we can help you be the best you can be," said Trane's Global Talent Manager.

KeyBank: Making employees the CEOs of their careers

When [KeyBank's](#) Chief Learning Officer Carole Torres and CIO Dean Kontul looked at the horizon, they saw more than just digital disruption; they saw a changing talent game, one where banking institutions were competing with not only each other but also tech firms, startups, and every industry hungry for digital skill sets.

72%

'Grow at Key' user
return rate.

94%

Future Ready
skills assessed.

100%

Increase in
'Aspiring Leaders
Program'
participation.

They realized KeyBank needed to stop thinking like a traditional bank and start acting like a talent-first business. That entailed shaping a future where employees could reskill, upskill, and chart meaningful careers inside the bank before outside offers became more compelling.

The solution was Future Ready, an enterprise-wide transformation initiative anchored by Fuel50. At the center of it was our personalized, AI-powered talent marketplace.

60%

Increase
in training
participation
and usage.

1 in 3

Attend an
'Investing in My
Development'
session.

2,774

Upskilling /
reskilling actions
set to close
skills gaps.

Grow at Key gave employees full visibility into internal career paths, required competencies, and development opportunities. It also went deeper: it helped them understand their own career DNA—the values, strengths, and motivators that defined their ideal work trajectory. With that foundation, they could explore internal opportunities with confidence and clarity. The cultural signal was powerful. “We grounded Future Ready in the idea that each employee is the CEO of their own career,” Kontul said. And Fuel50 made that vision real not with static dashboards, but with dynamic, personalized guidance that helped employees take action.

The impact was a 72% return rate on platform usage, nearly 10,000 skills assessments completed, a 100% increase in Aspiring Leaders Program participation, and 2,774 upskilling/reskilling actions directly addressing internal skills gaps.

KeyBank’s internal talent marketplace is no longer an HR tool but a business asset. “Building this program wasn’t just about staying ahead of our peers,” said Torres. “It was really a matter of long-term success and growth.”

UCI: Transforming skills visibility into a retention advantage

At the [University of California, Irvine](#), the challenge was disconnection. Employees loved working at UCI, but many couldn't see the next step in their journey. There were roles they didn't know existed and skills they didn't know they had.

Leaders couldn't see who was ready for more.

50%

Reduction in Attrition.

28

Gigs in First Week.

14

Skills Data Points Per User.

So, UCI made a bold bet: What if every employee could become the architect of their own career? What if their career journey wasn't limited to a job title, but expanded through gigs, mentorships, and learning—all visible, accessible, and personalized?

Fuel50 was the platform that made it happen.

The university began by mapping its career framework to a skills-based architecture, powered by Fuel50's ontology. Then came personalization: Each employee crafted a unique profile of their skills, values, and goals. This was more than self-reflection—it became the basis for Fuel50's smart matches across roles, gigs, and learning opportunities.

74%

Returning Users.

4%

Turnover Rate.

Compared to industry average 13-15%

14

Skills Data Points Per User.

Mentoring and Gigs launched next, giving employees a way to gain experience beyond their current role. Reverse Gigs—where employees shared the kinds of opportunities they wanted to explore—emerged organically from the platform’s success. Fuel50 not only revealed what was possible but made action feel easy.

As a result, attrition dropped 50%, returning users hit 74%, UCI now runs at one-third the turnover rate of their industry peers, and 15% of users already have target roles they’re working toward inside the organization.

“We’re uncovering silent skills that we never would’ve tapped before,” said CIO Kian Colestock. “Fuel50 opens the door to candidates managers never knew would be a fit and to possibilities employees never imagined for themselves.”

